

Association of Network Marketing Professionals
2015 Convention, May 14 - 17
Monday May 18, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is May 26th with Merri-jo Hillaker
- Southwest Super Regional, Dallas, TX May 29th & 30th - <http://events.mannatech.com/event/3350>
- Jeff and Judy Allen Support Fund – More info: www.judyallensupport.org

THURSDAY NIGHT

Curtis Broome

"I want to be free to be what I want."

Margie Aliprandi

1. How you show up this weekend is 100% how you create your experience...
Be open, be curious, bring desire and readiness, play full out
2. Has your vision faded? That's when you are feeling uninspired.
Never disconnect to possibilities.
3. Think of past as ancient history... "It's my time."
SIX STEPS to Top of Pay Plan (covered 3)

1) Be decisive

2) Beliefs

Once we have a belief, we look for evidence that it is true.

Our beliefs shape our experience and reality in our lives.

Good news: we get to choose them!

6) Move into Action

Give yourself the gift of massive action

90 Day action Plan...be willing to begin imperfectly

Ralph Waldo Emerson: “Whatever course you decide upon there is always someone to tell you that you are wrong.”

You can't control which seeds blossom, but you can control the planting.

LAW OF HARVEST: There is a season for planting and a season for harvest...and they are not the same season.

Jordan Adler

34 years ago he saw a napkin presentation and it was something he had never seen before! 10 years and 11 different companies he kept failing. Then he got coached...just do 3 STP's per day...2 years later he was making 6 figures and now 7.

What is your business worth?

If you don't define this for people they will not understand!

1. A business that pays residuals

2. Work from anywhere

3. No geographic limitations

4. Mentors for the rest of your life

5. Grow without any employees

6. Company covers research, legal, product development, payroll and inventory

4 Step Process to achieve your dreams

- 1) Have the dream
- 2) Schedule it; consider it doesn't get done until its on your calendar
- 3) Trust the process
- 4) Don't stop until its done

Curtis Broome

MLM is not about sales

It is about giving people enough information to have an interest
and to lead by example

We give people a **choice**... becoming a millionaire is simple...not easy but simple.
"I've seen something...It's probably not for you but it might be. Would you like to
take a look?"

We are network marketing not network sales...marketing is getting people to try
something.

Build a relationship...care more about them than their decision.

Divorce the result, marry the relationship!

MLM is about three questions:

- 1) Are you happy
- 2) Do you have a plan
- 3) Would you like to see one? Probably not for you, but do you want to
take a look?

MC said "we are going to build our life up to the lowest point of our lowest belief."

Walter Nusbaum

His book "Do You Have What it Takes"

3 things that comprise core needs of all human beings

- 1) Physical needs
- 2) Psychological needs
- 3) Existential fulfillment...living for ourselves is not enough

70% of American workforce is not actively engaged in their work...they are
frustrated

Direct Sales provides for all of these needs.

7 traits of all successful people: VICTORY

V - Vision...specific and constant outlook, drives passion and commitment

I - Initiative...don't wait for ship to come in, you need to build it

Fortune falls to the bold, not to those waiting for things to happen

C - Character...ability to take hard road when easy is available

T - Time Management...knowing what is most important rather than just
important

O - Optimism...seeing things as they are and still believing in what's possible

R - Relational Skills...learn to engage people, learn to be for people

Y - Yearning...there is no tomorrow YEARN

Practice the VICTORY life

Kathy Robbins

We lead a voluntary army...

If you can't lead, can't inspire people to do things they otherwise won't do..

Our business is built on trust...they join you because they like you and trust you.

VALUES are key to trust, don't be distracted.

Big three things that create trust:

1. Honesty
2. Integrity
3. Respect

When an issue arises, OREO:

Chocolate: tell them how great they are

Vanilla: discuss the issue

Chocolate: reinforce how great they are

The Big Three lead to:

1. Accepting responsibility
2. Consistent action
3. Involvement in decisions

Build expectations and communicate them clearly

Kevin Moreno

Learning to take control of your decisions

Have to accept the TRUTH...the good, bad and the ugly.

The biggest issue: we don't admit making mistakes

Reality is reality...don't allow perception to change that.

OWN your decisions...stop blaming people and take ownership of your life...you are where you are today because of your decisions.

Now you have the power to change your decisions, change your life!

You work just hard enough not to get fired and they pay you just enough to keep you from quitting! Wow, is this not a lose lose.

We need to share a compelling, real message.

Kevin Thompson, Atty

Best days of this industry are ahead of us

MLM can be a mainstream business

We have come far...legal, remember franchising was almost rid from the legal ranks in the '50's. and now 10% of our GDP is from franchising!

What can we do better? more self-regulation among companies

Distributors: listen, be transparent and honest

Life is the greatest of all games: the chief objective is not to just WIN but to WIN honorably.

Bob Quintana

The "Entrepreneurial Salvation"

Why traditional entrepreneurs need youand How to approach them.

They are stuck exchanging time for dollars

The small business model is broken...perhaps pots of money but NO TIME.

28 million small business owners in the US today

approx. 543,000 open every month, more shut down.

50% fail in 5 years

Many just get by (Subway...aver income annually is \$60-70,000 after all the hassles of inventory, employees, etc.)

Entrepreneurs really don't understand MLM

Afraid of losing esteem...Eric Worre said: temporary loss of social esteem.

Why you want them?

- they have paid their dues
- personally responsible
- used to taking charge

committed
used to little support
How to attract them? Be the person they want to follow
Use your upline support team if you are not there yet.
Get them in quick start, 1st month great results.
Work directly with them...consistently reinforce the proven model.

Kenny Lloyd

This industry saves lives!
John Maxwell : difference between those who are successful and those who aren't...they THINK.

FRIDAY

Michelle Gielan, Founder Institute for Applied Positive Research (Shawn Achor's wife)

1. Negative news has huge impact...
Same power the news has we all have...what we talk about to others predicts whether they connect with us, out influence over their lives, etc.
2. Hypothesis: We have incredible power to change people with positive fed info
Results: 40% higher output, 30% up in productivity
3. Got to NY during 2007-8...
All negative news; covered the Chicago killing of innocent girl in gangland Chi. at her birthday party by a stray bullet
At the funeral she experienced incredible love and support
the hope and resiliency,
the support and love pouring out
4. Put together a Happy Week on CBS
the week: received more emails from listeners than entire in prior 6 months!
5. Positive Outlier: ways to broadcast happiness
every single moment we can broadcast happiness
25% receive higher income rewards
37% of salesmen reach higher sales when positive thinking
50% little children put blocks together 50% faster when happy
6. MOVE THE NEEDLE
How optimistic? Depends if we perceive stress as a challenge or a threat
7. TWO STRATEGIES: for networkers
 - a) Positive, optimistic start to any communication...start out with question...
 - b) Little words mean big things...they change human behavior
8. Sometimes we are focused on one thing so strongly we fail to see what is all around us (card color changing exercise)
9. STRESS CONVERSION:
3 steps to helping someone rewrite the story
 - a) Isolate the negative or stressful thought
 - b) list the known set of facts
 - c) list the fueling facts that illuminate a new storyRewrite the story...activates and transforms
Michelle's book..."Broadcasting Happiness"

Ryan Chamberlain

1. Decide: stop hanging on to excuses and really go for it
You can decide to go down a new path this weekend
You can decide to take more action
You can decide to be a winner
2. Why is it people use same scripts, same system and some make it big and others fail? Some don't take actions. Find their HUNGER, their WHY
His: she wanted to home school the kids, have dad at their B-day parties
He turned their annual income into weekly income. *What's the price tag holding you back from your dreams?*
3. Law of first impression: something different top leaders do
What was happening before the script; generally first 30 seconds people decide whether they will do business with you or not. So, if say "I just got involved" imply you are going to try to get them involved....so cause atmospheric negative reaction. Pay Attention...what you say and mannerisms...

BK Boreyko, Vemma founder

1. Told his history...started in MLM at 7; parents Exec Diamonds in Amway; spent whole lives in "Us versus Them" relationship. So started his own MLM
2. We all sell one product...HOPE: transform lives
3. Once you make that decision that you want something better... there is not anything that you can not do...work yourself into greatness
4. When you are telling your story, it is not what you are saying it is how...be transparent, be real, show heart.
5. What you are offering versus what is out there
Compare to starting your own Subway...
typical earnings are \$60,000-70,000 per year (list of business costs)
We in MLM enjoy the results versus going through all of that.
6. Millennial's are going to be out-buying Babyboomers in 2 years
Shark Tank is great show!
7. Then you get critics...they don't celebrate the successes, they focus on failures.
Do they talk about Burger King franchise going out of business?
8. You have got to CIRCULATE TO PERCULATE,
If you are shy, get over it! Make it fun, not dry
9. SECRETS OF SUCCESS:
 - a) Do what duplicates
 - b) When get criticism...turn what is meant for pain, your fuel for passion
 - c) People you think will be great and they quit: Work hard to make them know it is the worst decision they will ever make.
 - d) Don't have time to coax them into the business, don't have time to coax them through it. Work with those who are committed.
10. What defines you as a leader is how you respond...
Everyone gets put in hot water...it is how you respond to it.
11. Be brave enough to ask questions that matter
12. John Maxwell "Who do you know that I should know."
Get excited about the people they know not necessarily the person you just signed up.

Atty. Scott Burnett

Asset protection: critical once you have built up your assets.

Dr. Steve Taubman

1. In our MLM box: Fear, Worry, Overwhelm, Procrastination, Insecurity
Burnout That is what stops us...how to overcome? The box is OPEN so why not
get out? How to dismantle invisible walls?

2. Our biggest challenge is **motivation**

How to get in action:

Desire is not enough must know your WHY

But if don't have BELIEF, motivation won't exist.

Going through 3 ways to increase BELIEF today:

1. Affirmations...only 20% tend to be successful after 20 weeks
2. Subconscious brain training 80% effective after 3 weeks
3. Lobotomy

3. So stick with "brain training" Conscious versus subconscious

When working with subconscious...eliminate programs that stop you

Meditations: work

First 3 Steps of system:

1. Creating receptivity

Use a few tools and techniques: Increase blood flow to mid brain,

Slow brainwave patterns down, slow down stress releasing hormones

How? SILENCE 15 benefits of Silence live in awakened mind

2. Eliminating negative programs

they live in our subconscious mind which operates on symbology...so use
symbolism to void negatives

3. Install empowering messages

don't make up what successful people think...find out!

Paula Pritchard

"The Real Secret to Success"

1. You are made to be FREE...once you have the taste of success, you are
unemployable.

2. Her 1st 15 months were unbearable...learned everything, followed
everywhere, taped everything, etc. One sentence can change your life.

You need to read things 5-6 times, study the most successful people in the
industry; teach people the skills

3. In MLM you can learn, learn and learn and go broke.

Have courage to go out and learn about yourself.

The YOU factor...the real mystery. You must believe in YOU!! This is the real
Secret to Success.

4. After 13 months of frustration: Advice: "If your group doesn't excite you, you
have the wrong group."

MAKE A DECISION! If I am going to do this business, I must do something
different. Put on invisible armor. I was going to do whatever it took. I was
tired of being tired. I told everyone: "I'm going to the top. I don't know if you
want to go with me but I am definitely going there."

People need to know YOU ARE COMMITTED.

Until you make that decision, people will be indecisive around you.

Once you make a decision you will drive yourself to it.

5. Attitude, Commitment, Tenacity **KNOW THESE WORDS**

Learn Courage: courage to say no to the dream stealers...

People will say no...and not just no but "geez you are doing one of those things?"

You must understand that there will be a time when you are on a cruise, and making tons and you won't remember them.

6. Discipline...takes this in massive quantities...people will take you off course, discourage you.

7. Every 3 I talked to, 1 would want to know. For every 3 STP'd, 1 would get started. For every 3 started, 1 really worked out.

Donna Johnson top earner in Arbonne

1. Massive momentum...massive action

2. Who do you attract...people like you. Tell truth, tell your story (it takes work...it is **network** marketing)

3. Compare the alternatives: look what people are doing, compared to what we get to do...and no barrier to getting in!

4. "We are not hunting, we are fishing."

Attracting lots of Gen Y and Millennial...don't want their parents job.

They want financial freedom, time freedom, wrapped around a cause.

We have all of that.

5. 4 things to get to million dollar business:

a). Follow the system that duplicates....leaders you will feel like you are a broken record. Keep it simple. Paint by numbers.

Inspect what you expect.

b) Become successful in your own back yard.!

Cut your teeth in your local area. Go to the gym and work out here.

Get good locally.

c) Turn the addition that happened locally to multiplication around the US and globally; Have 2 -100 name lists...one local and one long distance; Edification always!

d) Use technology/use the tools; send materials for them to do their "due diligence"

PANEL Discussion

Our greatest obstacles are our greatest opportunities in life

The secret is just to be YOU...you don't need to be like the person who is bigger than life.

If you are trying to reach greatness in this business, you are not going to have balance...It won't be easy but it will be worth it.

One piece of advice:

Need to listen to your mentors

Don't compare your journey/success to anyone

If you are going to, then compare fair.

Become a dreamer again...you have more power than you think

Do what ever it takes

Be very prayerful times/Be prepare for unexpected

Network marketing is not about the money it is who you become in the process and who you help on the way.

Always come from the heart...love always wins.

Brian McMillun

1. 21 years in MLM; 5 years...first 6 companies went out of business

He lives the business every minute...it takes 10,000 hours to become great at anything. He had 7 years of constant practice

2. Mistake: we try to go get people. To get attractive people, be attractive first..
So attract people don't get people.
3. Don't think about what is in it for me! Focus on their business.

Dr. Heidi Hanna

1. "Recharge" Investment Strategies for Your Most Valuable Resource
Importance of the subconscious and conscious
2. As a child, she would faint when exerting excess energy
she used to look at as a disability, now a super power
3. Manage your energy to protect your brain...gap between what we know and what we do.

Heart and Brain are the 2 leaders of our energy

Heart is CEO...focused on values,

Brain is CFO...

When these say two different things, then energy crisis

4. Brain spends 50% on future, 40% on past and only 10% on present

Multi-tasking...brain is not hardwired to multi-task, so stop it.

Be intentional where you are spending energy

Sympathetic and parasympathetic.

5. Can now measure electromagnetic fields from our heart up to 3 feet out...same with stress...

80-90% go from heart to brain for relaxation

Opposite for stress/anxiety

6. Negativity Bias: constantly on high alert, 10 steps ahead,
downside you are expending energy at a higher rate
not a mental illness but brain energy exhaustion is her idea

Fuel happiness

sleep, eat every 4 hours, etc.

Heartmath.com or heartmath.org

7. It is about the energy we bring not the time we have

"When she were with me she was really with me."

You can be socially connected but emotionally disconnected as well

You can be driven to depression on social media...

careful to not compare

Integrative method of energy management

Physical, Emotional, Mental, Spiritual, Social

It is about sustainability...like a sprinter and a marathoner

Humor is a great recharge method

8. Practice: during a given day
 - a) Bedtime prep time: 1 hour before bedtime should prep (no technology and no TV)
 - b) Morning: how are you preparing?
no news, paper, etc.
 - c) Nourishment
 - d) Move at least every 60-90 minutes
 - e) Every hour give yourself a mental break

Cody Bateman, President of Send Out Cards

1. MLM Blueprint is his book
Learn the fundamentals and apply them is half way

WHATS< WHYS< HOWS

other half: is how you make a prospect feel when you talk to them

This comes from the vibrations that you put out from the subconscious

2. The belief level needs to become really high...do people BELIEVE you?

Unless you BELIEVE, they will see that in you.

3. Limiting beliefs is basically what he talks about... we all have MLM

blueprint; great video on limiting beliefs running in your head

"The stories in their mind are never real when they begin; it's up to me if I lose or win." "I get to choose the stories of my mind, good or bad only I can find." Story of your mind becomes the story of your life...this is what MLM Blueprint is all about.

4. Affirmations to help you start the blueprint process: (see Lydia FB)

Must be synergistic with what you do every day...get your language right during your day supporting the affirmations.

Create an MLM blueprint statement for yourself, TAKE ONE FROM HIM (Lydia has it posted on her Facebook page) My idea: make printouts for everyone...

Sarah Robbins

1. What do you do when you feel the walls are caving in?

Perception versus reality...have you ever wanted to quit

Pressure promotes your struggles strengthen you

The choices Sarah made when the walls were caving in:

Identifying her purpose

Having a plan

Commitment to personal growth

Perseverance

2. Know your WHY...Break it down into bite size goals

So, she started doing little things with her extra income right out of the box...make something greater dependent on the income stream.

3. Have a Plan...

4, Personal Growth...the starving baker (out of her book)

So busy baking for everyone else that he is starving himself;

You cannot afford to starve yourself.

4. Activity: pray that it depends on God, and work like it depends on you

3-5 leads per day keeps your business healthy

"You don't need a new MLM company, you just need a new commitment"

Orrin Woodward

1. I did everything I was supposed to do...and still we were broke...

Now my wife is pregnant and wanting to be a stay at home mom...yikes!

Definition of insanity...how many people there as well? Tons but many are not willing to change. Broke and still not interested

2. 2 Tapes made all the difference; don't give your new person a shoe box full of tapes. Paul Pilzer "Economic Paradigms" audio "Tapes will inspire you

3. Your business is ultimately a shadow of your character..."

You know what you are looking for? Hunger!

4. Patience: It took him 5 1/2 years to get to 200 people in his org didn't matter, he knew he did not have to be best starting out just needed to fail forward. Can't lose if you go to front and fail again. So, many ways to fail choose a different one.

Face your dragon, and beat it and then there will be another one

5. "Financial matrix cube"

Bertrand de Jouvenell

you don't truly understand history until you see how the elite try to capture the productive capacity of the masses.

Everything that is built requires labor, land and capital.

a) Slavery...I won you so I own your productive capacity...he calls this the physical matrix.. Christian said no more slaves...so the physical matrix fell

b) Middle Ages: feudalism...we were serfs...aristocracy captured all the land and forced people to pay a fee to live on the land...so no longer slavery now with Land; Land became the feudal matrix..

This system fell...around 1500's; in the city all the serfs could build business, and buy places, so no more labor control, land control, are gone

c) Only one left: Capital control matrix...it is the last surviving one

6. 1500-1800 greatest growth of middle class ever explosion of wealth..

Debt now controls us, and we are positioned to change things.

How to play defense financially...

Don't be seduced into debt. Time to escape...step by step process.

Network marketing allows people to condense time to pay off all the debt in short time.

Shawn Achor author "Happiness Advantage"

1. "I will be happy when I am successful." Wrong, choose happiness now and become successful.

90% is not about actual world but how your human brain processes the world around you.

2. People think if I work harder I will be happier...NOT

Every time you have success your brain changes the target...

3. If we can find out how to get you happy now, then it will lead to higher success. Raise levels of optimism and success goes off the chart.

4. The more you see the world as a threat it steals from your amygdala...your brain shuts off and your creativity goes down.

So be optimistic...

Test: those who are pessimists actually delete opportunities in your environment when they are right in front...the brain just ignores it.

5. Don't Stress...stress is inevitable...but how do we describe them? As threats or as challenges? We need to focus on them being challenges.

6. FOUND that what hits first sticks...happiness is a choice but for most people they default to genes and environment. So if environment is negative, they are. Small positive changes to your life can change your outlook.

7. Can take a default gene pessimist and convert to optimist...with the thinking of 3 things we are grateful for every day. We in MLM know this.

So, 45 minute exercise can trump our genes and our environment.

8. ***Positive and engaged brain is highest advantage we can have in the world today.***

First need people to believe their behavior matters.

Your intelligence matters...the more their IQ goes up.

9. Change a bad habit like watching TV: make the bad habit take 20-30 extra seconds like removing the batteries of the remote and putting them in another room.. Put what you rather be doing close to your TV chair.

Your brain defaults into the path of least resistance.

FRIDAY NIGHT

Panel on Ethical concerns in our Business

1. Show your check to a prospect
not a good idea and illegal without disclaimer and list of average income per positions for all associates in your company
2. Change sponsor...wherever you go you will always be there!
3. Product cure cancer...no heal cure mitigate statements allowed. Stay clean on this...cannot even tell story, not even say cured common cold.
4. FDA approved? "When FDA approves things it means they can kill you!"
5. How much to you make
Careful since internet and cameras are everywhere.
6. Social Media...stay professional. Use to build relationships, not get unfriended
7. No badmouthing your company when you leave...leave with dignity and integrity

Brian Carruthers

1. Recruited 10 per month for 10 years
2. Have a system...be system driven
3. Need both Warm and cold market; if you don't want to talk to people on your warm list, you DON'T BELIEVE IN YOUR PRODUCT
Average Networker does less than 2 new prospects per day.
4. He "Gaps" people: "Hey Joe, grab a pen...I have some information for you"
5. Urgency creates action!
6. He opens minds first with handing out "Making my First Ten Millions" book
After hands it out, "When done reading it, call me cause I want to hear what you think about it. What number will you call me on since I don't just take any calls?"
This instead of asking them for their phone number...
"Whoever moves the most tools in the marketplace will make the most money"
7. Time Management:
 - 25% Contacting new prospects
 - 25% Doing 3 way calls/3rd party
 - 25% Follow up with current prospects
 - 25% calling my team to promote something and inspire them
8. How much income producing activity are you doing each day?
9. Create Core teams who work together
He then puts them on own call together...they report in weekly on 30 minute call...
1-5 minutes report on KPI (Key Performance Indicators)
1-12 minutes leader teaches a topic
10-15 minutes topics to help each other, what is working what is not, Q and A
In 5-7 weeks they will identify more core teams in their own business and set up this same structure. He does this to teach people to grow away from him.
"Choose right, Decide, Finish What you Start"

Tiffany Malott

We all have "Big Buts"

1. Everything you say before the "but" is a big lie
2. But allows us to justify things
3. Can be harmful
4. Why do we have them?

we believe they are true
we believe they are too difficult to get rid of
we are comfortable with our big buts
they just don't hurt bad enough
we associate with others with big buts

People who do this are broken, hurting people

5. Identify your buts
6. How to get rid of:
 - a. Awareness is #1
 - b. you must believe you can get rid of them
 - c. you have to see yourself butless
 - d. Speak it "we got this"
 - e. Move the but out of the way and move yourself into action!

David Skultety

Keys to success

1. Mindset...need right attitude, creating the right posture
read "How to win friends and Influence People"
2. The Power of belief
Company
Products
Profession
Yourself
3. Learn to Network "through" People
Network Notebook
Build the 100-1000
"Who do you know" the list will never dry up if you do that
4. Focus on the New person when recruiting
Get them started right in the first 30 days
have success
5. Consistency factor
Be consistent with your income producing activities
6. It is not about YOU
if you make it about you you won't duplicate
"Daring to Care"
Help others WIN
Your only asset in this business is relationships
Transform fear (what will people think o me) into ACTION
7. Promote events
8. Making a Decision
9. Dream Big Never Quit
10. Have Fun

Carlos Marin

1. Beliefs will not only create but rule your world
You are either the master or the slave to your beliefs
2. Typical beliefs: I am not good enough
not worthy
not able
Must work on those for they rule your world
3. The Ultimate Success Formula

Confidence leads to Commitment leads to courage and creates capability which breeds more confidence: some people think this.

Some people look at it as if 1st need to make a commitment...

NEED Courage which leads to commitment and those produce courage and confidence! How do you get courage? You generate it! Face the Fear and do it anyway.

Seven Secrets:

1. Clarity

What do you want to be? to do? What kind of lifestyle?

Motivation compels you to take action

2. Committed

Sell out to your DREAM!

In life you'll never get what you want, you will only get what you expect

You expect form a level of commitment

Capabilities are inherent in the word Commitment

3. Courage

4. Constructive Focus

Avoid destructive

5. Confidence

Is a byproduct of the other 4 things

People follow confident people...Learn how to develop confidence

6. Correct Creative Action

want to be taking the RIGHT action

7. Congruence

Maintain your values...be honorable at all times; consistent with values

www.carlosmarin.com/free for the book for everyone

SATURDAY

Thomas Tidlund Sweden

1. High school drop out; what kind of courage did it take?

Leads with Love and Truth

2. There are more people alive today than have died through the history of time?

Plenty of people out there

3. Everyone tries to find the short cut, make it happen quickly.

Leaders will tell you the right way and no excuses to not make it work.

4. You don't need an upline to succeed, you need a downline

He found he needed to become humble

5. People strive to be right rather than successful

IKEA: from Sweden...model was build your own. Use instructional book...and people throw it away instead...if you FOLLOW THE ROAD AND DO IT AND

DON'T QUIT

6. Cash Flow Quadrant...

We tend to put significance in the answer not the question...

We need to put more significance in the questions...do it don't quit

May take you 10 years to get to B but don't quit.

7. Fisherman...owned 100% of the boat...he changed their mindset, "we can't get fish, no fish" and when he worked on their mindset, He said go there...caught so much fish...**Net breaking boat sinking increase.**

If you want this, go out and change your mindset.

8. Continue to seek wisdom! Unsuccessful people search for money.

9. Have an attitude of always making it happen no matter how you feel right now.
Faith it until you make it.
10. People also feel they are too little to succeed. Small things make a big difference. Do what it takes in the small things to be successful
 There is no journey that is too long if freedom is the destination.
11. Always remember that learning new things won't help you if you are not using the things you already know. Learning starts with beginning.

Todd Falcone

Why Network Marketing? Why network Marketing Now?
 Access to slides he is giving us-
 Underemployed means jobs that don't match their education...
 (Next Monday call will cover "Why Network Marketing")

Millennial panel

1. What attracts you to network marketing? BB focus on wealth and retirement
 Millennial say important but moreso of life experiences...
 Want more to contribute...
 Want more freedom daily
 Millennial find their way into MLM
 Another one said his college education was only going to get him about \$30,000 per year...
 Wanted to control his own town
 Wanted to live the dream life, financial freedom
 I did this on my own, not on someone else's heels
 We are our own boss,,
 We can do it on our own
 Working 3 jobs...wanted more time and more money...
 I am young, and I want to have fun, enjoy what we are doing
 We don't like to be told what to do
 Put "FUN" back into fundamentals
 Picture of beach and house and car...what I was doing wasn't going to get me there soon.
 We want fun, adventure, etc.
 Look at it like a sport game, push to the next level. Can't do this in **job industry**.
2. What do Babyboomers do in recruiting that turns you off?
 Vommit...too much info, old school way,
 Lots of money and you're going to be big...they are looking for more purpose, more heart, etc. more meaning behind money
 Don't like being told what to do
 Richard Brooke: in order to be right you don't have to make someone wrong
 Don't assume what we are looking for...maybe ask
 Sales pitch versus conversation...we want conversation and relationship that is honest and true
 Social media and family is where we are at! Cold calling is hated..
 Biggest thing is communication...take time to understand the culture
 Home parties are not big in millennial.
 System easy to follow and keep it simple simple simple
 Freedom...make a diff in peoples' lives.
 Ask young people to make a list of 10 people 10-15 years older than them so diversify their business.

Perception of upline...they know everything and boss you around...
turn off...

Look at them as partners in the business, not a business environment

With Upline...their ego, don't say "you are too young...won't listen to you

3. Tell about your success/context of it:

a) totally systematic...he created it and company implemented it
using social media to communicate... primary way he builds is through
Facebook; taking the wisdom of the old and finding new ways of
communicating it

1st company he is making 7 figures by end of 3-4 years

b) main demographics is stay at home young moms, 26-36

latched on to Brookes 4 year career; credibility behind it

confidence on the 4 year career; modeling the lifestyle, not super flashy

c) started at 18; all I saw was dollar signs and failed for years

turned on light of personal development, followed people I wanted to
be like. nearly 80,000 in her downline in just 2 years...

when 1st started, didn't believe it

went from dollar signs to seeing all the people's lives she has changed.

d) 18 when joined 1st 2 years did not work out

stopped and started another one; researched what it takes to be successful,

going through difficulties after lost job...so now MLM became do or

die... she put day and night, all social media, in 6 months started making
full time income; within 4 months later within top earners of companies.

under a year to make 6 figure income; now only 30 yrs old

e) got in as college student, was a pharmacy tech...and on year

anniversary he got a 50 cent raise...Really?! Then jumped in and make a
couple years of sacrificing...200,000 people and building big in Southeast
Asia today.

4. Tell one bit of advice:

a) ***Find 5 people who don't look like you...different demographics, build
your business as a reflection of the world. You don't have to become an
expert over night.*** Most important decision he made: packed up his house
and traveled

b) Keep it simple...follow your leaders. do this and this and this and do it
over and over again. Never compare. On days you feel you want to
give up, those are days you need to work harder.

Focus on your WHY, look at the eyes of your children,,,

c) Next 4 years are going to go by whether you work it or not...so why
not work it.

d) Look at your business as though you are going back to school and get
and build a 4 year career...expectation and long term commitment.

6 people in their 20's and 30's were all awesome!

Tom and Denise Chenault

1. Not smart...HAVE FUN!!

2. Whole business is based on Heart and Love

3. Get really good at coffee shop interview...it gets away from throwing up.
to really listen and hear you

Coffee Shop Interview

a. We are not center of universe, you are

- b. Be interested not interesting
 - c. Make effort to contact mapping know them
 - d. What's in it for them
 - e. More we give to others the more we get
 - f. My goal everyday...make every interaction that they feel better after they left me because of our interaction.
4. We sell HOPE...people don't look at opportunity when their life is absolutely stellar.
 5. They say YES because they are eyeing you...
 6. I would really having fun if I had a million dollars...you are lying, because you are miserable now and will be later...you need to be happy NOW
 7. Don't make leadership about being on stage...leadership is an everyday...make life better for a person every day!!
 8. "Create a million 1000ers...."
 9. EVERYONE THINKS OF CHANGING THE WORLD BUT FEW THINK OF CHANGING YOURSELF.

Sandy Botkin

TAXBOT

only 4% can retire at 66

govt passes good tax laws for business

"my acct takes care of my taxes" most expensive 7 words in your vocabulary

"Lower your taxes Bigtime" get that for the fringe benefit analysis

part time or full time, make same benefits

use losses against other forms of income

Self-employed have as much as 700% more chance for audit...

sales tax and interest on car loans are deductible as well based on % use of car up to 3 years can file amended returns

Mileage deduction:

Need Odometer Begin and End of year

Mileage each trip

Explanation of each trip

Address

MC

True conversation...is not about you! So stop putting it or making it all about you.

Experiment:

Never mention business

Only ask questions...

Become **master conversationalist**...so "catch me up what is going on?"

Focus only on them and see how long you can go without redirection to you.

Until they demand...to talk about you...

Keith Halls

1. Extreme poverty is how he grew up
cry at night...he heard his dad

2. Followed **9 rules of success** he is going to cover 2 of them

GAVE HIS STORY...in last year's write up

3. Mom turned off powerpoint and said Keith share with these ladies...share what you shared with me, heart to heart.

1 year later over 100,000 in downline

4. **Rule 5:** talk/work from the very center of your heart.

5. **Rule 8:** be kind, be nice

Saturday Afternoon:

Panel on Facebook/Social Media prospecting

Inappropriate Internet Marketing

1. Sucked into vortex...pictures posted, "catch up to now"

Be careful as it can burn your house down

2. We don't use FB to prospect

Post recognition...use to build connections with downline

3. What do poorly

It can be dangerous as well as beneficial

It allows people to "sniff us"...to know if they can get along with us

Copy paste is NOT what networking is

Allow people to see what you are up to

Spending day with kids is what lifestyle is in MLM

What is positive on FB for business

1. Create marketplace of friends

2. Meet 8 people and connect when go to city

3. Meet and care about them building true friendships

connect with hearts first

Too much focus on media and miss the SOCIAL

Jackie Ulmer

1. Don't be a drive by social media person...really get to know them

2. Create conversations and get involved

3. Spend as much time out interacting with what others are doing

4. Be a giver first...GO GIVER person; Ultimate small talk

5. Find a lot more friends by being interested versus interesting

Be Yourself

Be You

1. But be the best you can be...NO DRAMA

2. Real life stuff happens

3. People are repelled by negativity, attracted to positivity

Serve others...put good out to the world and it will come back to you

Put your best foot forward

Jim who wrote book

1. How to build relationships/people skills

Today need more of that it has fallen away

Master the communication skills

IS this activity helping me connect with someone? Use this standard...in every post...

2. You are branding yourself and your life not just your company

Pictures of team recognition

1. Is this okay? social proof of our activities; Come across more human!!

MLM is a warm market industry...we can extend our market on Social Media

2. Look for the person you know and then build and bridge from them/off of them

3. Not everyone you meet with be a prospect in your business, but they know someone who is

4. People will be drawn to you..."I love that guy" is what you want them to do

Get the names of the millennial and follow them

1. Don't just post pics but post videos so they can see your heart...

2. Create curiosity, drop little hints don't always have to say "lost 40 pounds"
3. If you are going to networking events get FB page...make friends and they can see an inside to your life

Don't be robot...they join you first and then the business

1. Don't have your company logo as your profile picture
2. People want to know you...fill out your profile fully
Just post lifestyle things...people want to learn more,
3. Don't be spammy
4. 80 20 rule20% business post
amplify your personality on FB

Best tips;

1. Get really good at graph search
 - 1st friends
 - 2nd friends of friends
 - 3rd people of like interests, etc.
2. Just love people...care about them
be a great listener
3. Being at events
 - all the successful people at events
 - serious people learning about the business
 - taking pictures is huge
 - recognition...drives people, recognizing the small things!!

JUST GET STARTED

OLD SCHOOL IS NEW SCHOOL

meet 10 people per day on social media
edification: people are attracted to people who edify

Mike Sims

1. Can't make anyone do anything they don't want to do
Did an entire analysis of people in your organization based on types of boats.
Learns now to work with different people...you need to deal with them differently.
2. MLM when done correctly is the best way there is to live...when not, it is a drag.

Chanida Puraniputra

1. Multi million dollar earners
2. It is all about BASICS:
It is the fundamentals
9 steps to be successful
 1. Attitude
90% want to , 10% how to
 2. Product Knowledge
 3. Prospecting recruiting
Don't go out without prospecting
 4. Invitation
develop skills...just invite on phone...no recruiting
 5. Presentation
Make short to the point...done
 6. Handling Objections
first, smile...then use Feel Felt Found

7. Close
8. Follow up
9. Team Building

#1 ATTITUDE

critical to be HUNGRY...

1979 they lived in apt

1989 started the business

MLM: stands for Make Life Meaningful!!

Who should you bring into business??

Swan:

S: sharp and smart

get higher return...

W: works hard

A: attitude (Al Williams was her first mentor)

N: nice...with integrity; dishonesty will destroy

Ted Nuyten

1. Do you recruit people?

webinars, opportunity meetings, one on ones

95% of people have no clue about your business

Many have no clue about MLM

closed minds, ponzi scheme...with closed mind too hard to open

SO, START every presentation with Direct Selling...teach the model

2. STATS: Over 10,000 MLM companies

\$200+ Billion in sales

60 years in industry

100+ million distributors

Why Direct Selling?

Own a business of your own

Small start up cost \$100-\$500

A part-time or full time income stream

No employees to hire

The residual income component

Offers a lot of personal development

Offers flexible schedules, meet new friends

You work with positive people

Set your own goals

Worldwide market 100 million+

Bill Clinton interview about direct selling as contribution to US economy

Doug Firebaugh 27 yrs

1. Secrets to Rocket to the Top

what drives the leaders in our profession? Many different ways strategies, etc tactics...

2. How to walk the talk?

what drives Donna Johnson? to the point of suddenly everything is working

They wanted to get to the TOP!

3. My recruiting strategies, what do you want to do?

Fail Forward

4. GET to the top with the **transfer of power...**

first they feel then they hear

most people are looking to get something FROM someone
WRONG!! you want to have something to GIVE someone!

5. Recruiting is not a transaction...it is transformation of the person!
transforming someone's mind will automatically cause them to move
toward you

The 5 Fuels of Recruiting:

People need to FEEL it not just see it
Force Unleashing Energizing Leadership FUEL

1. Possibility...I can see this
2. Power ...You can do this...transfer the power to them
3. Belief...I believe this it is Possible
4. Performance...I am doing this
5. Propulsion...they are exploding this

All equals wealth

Propulsion is you have so many leaders...

Most people get stuck on #2...empower the prospect. Power Language

"I am not sure if anyone has ever told you but your energy is amazing.
Whatever you ever decide to do you will make it to the top."

"I want to share something with you. You have an amazing personality...and I
don't know if we will ever do any work together, but you are awesome."

"I don't know if anyone has ever shared with you but you have terrific
communication skills. And I don't know if we will ever do any work together, but
your communication skills will take you to the top."

***Most people will never believe in themselves unless you tell them...pour into
them.***

Edify. Elevate. Encourage. Enlarge!!!

Power Drops

1. I do not know if anyone has ever told you
But your ENERGY is amazing and will take you to the top of anything you do
2. I do not know if anyone has ever shared this with you...
But your communication skills are incredible and I believe they could male a
lot of money for you... with the right focus
3. I am not sure if anyone has ever been honest enough to let you know
But your people skills are stunning and whether or nor we ever do anything
together, those skills will take you far in life
4. I do not know if anyone has ever told you...
But your leadership skills really are impressive and I would love to work some
with you in helping you to sharpen them to razor sharp level

Video: You can do this. You can do this huge

Any media: Don't let anyone tee you that you cannot do something

Email/landing page: I am impressed that you are reading this as it says you have extreme
success focus... and I can help develop that

Email/video: I would love to work with someone like you and walk you step by step to
that place called extraordinary...

Face to Face: You may not realize it but you have everything you need to succeed ...
and I know how to unlock the greatness.... and others may not believe in you... but I do
because I have been when you are.

Video: your watching this shows me you have unbelievable potential and want to release
it...we have helped others and we can help you unleash it like a flood

Any Media: this software/business/product is amazed but I believe so are you. Our secret

is not just about growing your business,,, we are all about growing you
It is not about transaction it is about pouring into to transform!

You can do this. Don't listen to those voices...

- Do not just talk at people
- Do not just talk with people
- Do not just talk To people
- Talk into people and grow them out of their limits!

Lisa Grossman

The Myth, madness, the secret and the solution

1. MLM is a reflection of life...

when people get started, no one will tell me what to do
need to be an expert...yikes!

Internet will give you everything...

2. People quit at the very beginning...

"I didn't get rich yet...we don't get what we want or what we wish, for we get what
we picture.

3. Most million dollar owners started off with what they didn't want...

Solution: is community...

We are in community...we are part of this incredible community.

the quality of our language and our life is a reflection of the
communities we choose to participate in

4. You must OWN the company you joined...until you do that you won't
succeed. The leadership and you the ownership of the MLM is critical.

Core values must match up...we go out and create change; we tell stories, we tell
the company story, we are either a prophet or a liar.

If their intent is true, and their hearts are right and they care about you. Make
sure they are of highest integrity.

5. We do the most important thing there is to do which is to change lives.

Presley Swagerty

HS basketball coach for 14 years

"The 4 P's in Network Marketing" is an article in Net Times

1. The Secret: to lie, cheat and steal

Lie away in bed at night thinking of names

Cheat away time in your busy life to do this

Steal every good line you hear and use it in your business

2. Go as far as you can see and then once you get there, go farther.

Us common people can do uncommon things in this business!

3. He got sick and tired of digging in his ash tray in the car for change,
struggling...so asked a friend for advice and he asked 3 questions:

Money saved last year?

Books you read last year?

goals you set last year?

4. ***You don't chase success, you attract success by the person you become.***

5. THE FOUR P's

PLAN

tonight write your goals down...4 areas at minimum

financial, relationship, health, personal growth

READ them morning and night

get back in the dream game again...life beats us down and we let go of our goals...
If you are not excited about life, you don't have enough goals..

PREPARE

- 1) Read! 10 pages every day will change your life
- 2) Car is rolling University...listen to good audio program versus stuff
- 3) Before bed, watch a little YouTube...John Maxwell, Zig Ziglar, etc. every night
- 4) Who do you run with? You show me who you run with and I will show you who you are or who you are going to be.

everyone in this room has greatness inside of us!!!

Write down the 5-7 people we spend most of our time with...

- 1) is this someone I should stop associating with?
- 2) is it someone I should limit the association with
- 3) is it someone I should expand my association with?

PRODUCE

You are going to have to work your butt off for a while, you are not going to feel like it all the time. The winners do it when they feel like it and when they don't... that is difference between winners and losers.

Takes our decision to change our lives...

PROVIDE

Now he can go hear his kid sing...watch his son play ball...

it is a blessing.

He paid the price for a while to do what he wants to do the rest of his life.

Manny story: Lots of relatives are watching you and what are they saying? Let's stand in the gap! Let's show people in our family can create amazing things...

SUNDAY

John Haremza

5 steps to the top

Small steps to the top - every decision you make have an impact on your life

Sell the hope

Sell the dream

1. Mindset - you are what you think about - earl nightingale... you need to kill the negative thoughts.. what are you reading, what are you listening too,. it is your positive attitude that attracts people. You are either buying or selling?
2. Personal Checkup - Ask yourself - how am I doing? - Right or almost right - by John Haremza the fine line between phenomenal success and average results in network marketing.
3. Consistency - Every day- if you are not consistent you are starting over all the time
4. Commitment - **KEY : Keep bElieving YOurself** - Faith- Believing in yourself
5. Focus - Life gets in the way - Focus - don't look right, don't look left
"I will DO IT" mindset wins

Craig Smith

The mission: Making a Difference

Conscious Capitalism

3 keys to Movement

1. Affinity - to brand and company
2. Structure - moves the organization
3. Community - how it comes together

"From Good to Great"..... change to great to good

Connect to mission builds the community

What is good to great?

So what is great to good? We can be great at things that are not Good

There needs to be connection to community...social capitalism...Be GREAT at GOOD things.

Harvard Business Review

Today great competitive challenge isn't going from good to great. For people, companies and countries, its going from great to good

Toms video: a company going from great to good

People will purchase from a company with a cause more than they will with a company that does not have a cause

Starfish story

Make the cause the centerpiece, the extra piece

Nobuhiro Kaneko

Hardest part is getting started

20/80 rules (20% of people have 80% of the wealth)

Professional people keep digging until they hit the goldmine

Never quit... never give up

Nicki Keohohou - DSWA

Principle Centered Coaching

"Coaching is a bridge to take you from where you are now to where you want to be.... enjoy the journey"

About Coaching:

1. Today moving forward
2. Train before coach or coach before train --- information does not create transformation
3. Every great coach has a coach
4. When you have a challenge or significant goal is when you are coached

Difference between:

As a trainer

- are teaching
- provide the answers
- have a teacher/student interaction
- Focus on trainers agenda
- Know the expertise is with the trainer

As a coach

- Support others to learn
- help others to find their now answers
- have a partnership Interaction
- Focus on the team members agenda
- know the expertise is with the team members

Coaching is not:

Counseling
Mentoring
Cheerleading

It all starts with Self-coaching: you have yourself with you everywhere you go

5 coaching principles

1. Service - it is not about you - let go of the outcome
2. Trust worthy -
3. Authenticity - be yourself
4. Integrity -
5. Respect -

Skills

1. You're the expert questions - Who what when where how - Utilize open ended questions
2. Heart-centered Listening - 100% present -
3. Compassionate Feedback - not the same as constructive criticism - only given with permission - only when there is a roadblock
4. Agreed action and Accountability what is it that you choose to do? How can you make that happen
5. ICU Acknowledgment - acknowledge their behavior

Are you open to empowering your team through true coaching?

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat. "

Theodore Roosevelt Quote

Robert Hollis

1. Build my business with three things:
3rd party materials
3 WAY Calls
EVENTS
2. SAY THE least to people and get people in front of others
3. Connect with people from the heart
4. Stop judging people because you cannot see their heart
5. Start telling your future story...stop telling your victim DVD
Be a professional story teller